

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant | : Dwight Allen Merriman et al. | Art Unit | : 3714 |
| Serial No. | : 09/577,798 | Examiner | : Ronald Laneau |
| Filed | : May 24, 2000 | Confirmation No.: | 4541 |
| Title | : METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS | | |

MAIL STOP RCE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RCE IN REPLY TO ACTION OF JUNE 19, 2012

Please amend the application as indicated on the following pages.